

STRATEGIC ROADMAPPING WORKSHOP

2 Days Classroom

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COURSE OVERVIEW

In this two-day workshop, teams collaborate to create a product (or portfolio) roadmap. The workshop combines top-down strategy definition with bottom-up planning to help balance strategic bets and user needs with the necessary support and small feature development required to keep the lights on. In the end, you have a 12-18 month roadmap and a clear definition of a path forward for further product validation and learning.

COURSE OUTLINE

Part 1: Collaborative Product Framing

1. Gain a common understanding of the who? what? and why?
2. Establish goals and success measures for the product/product line and map those to corporate initiatives
3. Identify the target market segments and design targets
4. Identify and document market conditions
5. Discuss and document strengths and constraints that will be leveraged or need mitigation plans

Part 2: Market Segment/ Design Target Definition

1. Prioritize identified target design targets or market segments
2. Identify design target's desired goals and outcomes
3. Define how to measure success in meeting the needs of the design targets
4. Develop pragmatic personas for 1-2 design targets

Part 3: Visualize Your Candidate Initiatives (Large and Small)

1. Apply techniques for visualizing our opportunities for solving user problems. It might look like one or more of the following:
 - Story, opportunity, or value stream mapping
 - Affinity mapping
 - Work in progress (WIP) mapping

2. Discuss balance of market needs, buyer needs, user needs, and product needs (e.g. KLO or technical health)

Part 4: Techniques for Grouping and Sequencing Those Ideas – Affinity Mapping & Customer Journeys

1. Discover horizontal paths through the experience or other logical groupings
2. Identify areas with greatest need for minimal viable learning (MVL)
3. Begin to order or “bucket” initiatives

Part 5: Roadmapping

1. Relative sizing of initiatives
2. Sequence based on cost/benefit analysis and release robustness
3. Identify the MVP and subsequence release timing and form into a roadmap artifact

[See website for complete outline...](#)

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